



### POSITION DESCRIPTION

**JOB TITLE:** Campaign Manager  
**DEPARTMENT:** Marketing & Communications  
**REPORTS TO:** Chief Engagement Officer  
**EFFECTIVE DATE:** January 2013

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### ORGANIZATION & PROGRAM BACKGROUND

**ecoAmerica** is a 501(c)(3) non-profit that uses consumer research and strategic partnerships to create large-scale engagement programs that build awareness, understanding and action for climate and sustainability solutions among mainstream Americans. Founded in 2005, we have a core expertise in consumer marketing and focus on building the base for climate and sustainability solutions by connecting them to the core values and day-to-day concerns of Americans. Further information on our organization and programs is available at [www.ecoamerica.org](http://www.ecoamerica.org).

**MomentUs** is a new strategic organizing initiative that will focus on the visible impacts of climate change to engage the American public in preparedness and mitigation. It will help catalyze a game-changing increase in institutional and public support to help America become better prepared to minimize the risks and maximize opportunities of our changing climate. **MomentUs** will create and support a diverse, inclusive network of organizations from local to national levels across America, and build leadership and collaboration on climate solutions among seven sectors: business, health, faith/conservatives, higher education, “green,” and municipalities. It will employ research and engage network of leaders to implement a broad, principles-based campaign to build support for climate policy.

### POSITION SUMMARY (Short summary of the essential purpose of the job)

The Campaign Manager has primary responsibility for creating and managing a multi-faceted national umbrella public service campaign that mobilizes the work of ecoAmerica and the MomentUs initiative. The Manager reports to the Chief Engagement Officer and collaborates closely with senior management and the Marketing team as well as external resources and stakeholder partners to ensure flawless, on-time, and high impact delivery of campaign components. The Manager will use insights and customer intelligence to execute end-to-end (plan, test, execute, measure and refine) programs and deliver remarkable results. This role requires a

candidate comfortable driving strategic campaign development as well as managing tactical day-to-day campaign deliverables.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** (Duties that occupy a major portion of time and importance in the job)

- Contribute to creation of, and directly manage the production and management of a multi-year national public service campaign that may include TV, radio, outdoor, events, public relations, social media, and other to be defined tactics.
- Collaborate with sector managers and marketing and technology teams to create, distribute, and train on compelling campaign training materials for use throughout MomentUs networks
- Collaborate with stakeholder partners on coordination of campaign activities amongst partners
- Create campaign production schedules, monitor activity and notify stakeholders of relevant outcomes, fluctuations, and plans
- Participate in the selection process for, and subsequently manage day-to-day relationship with external agency partner(s)
- Develop metrics and track integrated campaign effectiveness utilizing internal reporting and system audits and then design and report on program outcomes/progress to internal and external constituents
- Routinely analyze data and troubleshoot to understand issues and identify solutions; proactively plan for contingencies
- Oversee quality control and ensure approvals are obtained on all appropriate activities
- Prepare and disseminate regular summary reporting for senior management
- Perform special projects as assigned

**QUALIFICATIONS, KNOWLEDGE SKILL REQUIRED** (Minimum education and experience needed to perform the job adequately)

- College degree required; advanced degree preferred
- 6-8 years successful experience in running national consumer multi-channel and multi-stakeholder campaigns (ad/PSA) for national organization
- Excellent verbal, written and visual communications, presentation and motivational skills; polished interpersonal and influencing skills
- Highly innovative, entrepreneurial and collaborative
- Creative from an idea perspective, with an eye for design and an understanding of the power of storytelling; an understanding and proven experience engaging with and motivating Americans
- Self-motivated and self-managing

- Excellent attention to detail
- Organized and process-oriented
- Ability to deliver high quality work, quickly, in a dynamic organization under time pressure
- Demonstrated success in creating real impact within a networked, cross-organizational environment
- Excellent analytical skills and mathematical skills
- Experience with CRM
- Commitment to climate and environmental solutions and ecoAmerica's mission
- Knowledge of and proficiency with Apple operating systems, Microsoft Office Suite, Google Docs, Smart Sheet, social media, and CRM systems

**ADA SPECIFICATIONS** (Physical demands that must be met in order to successfully complete the essential functions of the job)

This position is largely sedentary in nature however one must possess the ability to speak, hear, and write as well as the ability to use a computer and related software programs, and lift up to 20 lbs. Local and/or national travel periodically required (up to 10 percent).

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The above statements are intended to describe the general nature and level of work being performed by the individual(s) assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. Management reserves the right to modify, add, or remove duties and to assign other duties as necessary. In addition, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.